

*SOCIAL MEDIA IS
CHANGING EVERYTHING*

*PAUL ANDREWS
GO FORWARD MEDIA*

2012 FEMSA/FAMA Annual Conference

Let's talk...

- Where is Social Media now
- Where is Social Media in the Fire Service
- Best Practices
- Where are we going



The Stats

- Facebook
 - ▣ 955 million active users
- Twitter
 - ▣ 150 million active users
- LinkedIn
 - ▣ 175 million members
- YouTube
 - ▣ 800 million users



And, in the Fire Service

Results for #firefighting

Tweets Top / All / People you follow

Mark Fyke @fykski0311 3h
Ladder 49 @ the gym today #firefighting
Expand

Matthew Hill @batty_hill 5h
Busiest 3 hours of my life. Absolute query headquarters
#FIREFIGHTING
Expand Reply Retweet Favorite

FireCritic @FireCritic 11h
Helmet Cam: Heavy Fire, An Exposure, and a LP Tank Venting Hamper Crews with Detached Garage Fire bit.ly/OYELGK #Fire #Firefighting
Expand

DraegerUSFire @DraegerUSFire 16h
Do you use a Draeger SCBA? Which one? We'd love to hear about it! #scba #firefighting
Expand

viewsfromthejumpseat @Jumpseatviews 19h
Writing blogs for @FHTtraining Anything you would like to hear a "jumpseat view" on. #Firefighting
Expand

Fire Engineering @fireengineering 19h

LinkedIn Account Type: Basic | Upgrade Paul Andrews Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Groups Search

[Hertz Business Rewards. Save up to 25%. Earn free days for you and your company. Enroll Now.](#)

Emergency Management Chief (Fire/ EMS) Group Share group

Discussions Members Promotions Jobs Search More...

Start: Discussion Poll
Start a discussion or share something with the group...

Choose Your View NEW Show all RSS discussions

Texas law enforcement to Fiona Apple: 'Just shut up and sing' foxnews.com
1 hour ago
Fiona Apple is an ignorant fool who should stop criticizing law...

Like Comment Flag More

Most Popular Discussions

Choosing Our EM Representatives Wisely!
Although still in its infancy the field of emergency management nonetheless exists, is strong, and its importance in the public or ...
posted 10 days ago

Ronald Sommers 6 days ago · SRobert, as both a Fire Chief, degreed Safety Engineer and also an Emergency Manager, Im not sure what you mean by "qualified ...

Manager's Choice
Emergency Management Chief (Fire/ EMS) Group is now an open group
Dean Thoenke See all

Latest Updates

Jasmine Ortega started a discussion: **HIRING again!!!** Needing a few more employees...
Like Add comment 1 hour ago

Jasmine Ortega has joined the group.
Send message 1 hour ago

Dorie Williams likes this discussion by Dorie Williams
New Jobs Public Safety Supervisor - 3rd Shift
Like (1) 2 hours ago

Fire Service stats



- Fire related Facebook members
 - ▣ 38,000 chiefs, self identified
 - ▣ More than 730,000 “firefighters” (U.S.)
- Annual Meeting Attendees
 - ▣ 2x more firms have a Facebook presence
 - ▣ More than 25 firms do not have
- LinkedIn
 - ▣ 15 groups for Fire Chiefs
 - ▣ SCBA, Apparatus, Grants, Pumps



Want to know what's on FFer's minds?

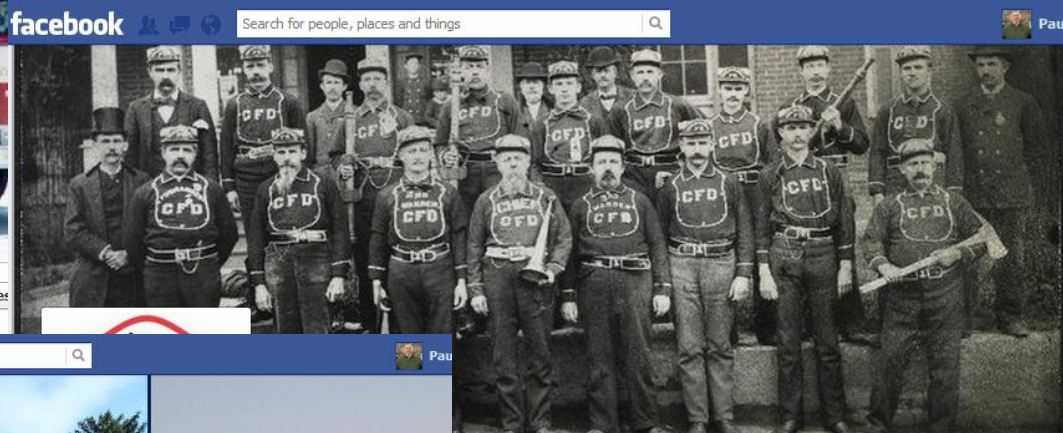
- Visit all the media firms' pages
- The IAFF
- The NVFC

More than 509,000 fans and as many as 8,300 engaged



Engagement is more important than your # of fans

Your customers...



How are Fama/Femsa members doing?

The Good

- Events
- Community Involvement
- Contests
- Download manuals
- Sharing
- Product demo's

The eh..

- Interaction
- Building audiences
- Use of video and photos
- Very few posts
- No monitoring
- Cross promotion
- No translation links

Contests

Honeywell First Responder Products shared a link.
August 29

THE CONTEST "50 WORDS TO WIN" HAS STARTED!!!

One lucky winner will win a c
SuperGlove and MaskMate h

How to enter? Just tell us w

Click link to enroll!



edarley.com



'moustache'
you a question:

Do you want to win 10 Nomex



Submit a photo of you or a co-worker's moustache on your facebook page and we will submit it to our 'C

The photo with the most 'likes' between now and the 17th will win 10 Nomex® Hoods!

Bullard Timeline August
August 15

Are you interested in learning how to establish an OSHA compliant respiratory protection program? Sign up today for a FREE Webinar from ISHN and Bullard!

Wednesday, September 12 @ 2pm EDT

Learn how to establish an OSHA compliant respiratory protection program that also meets the special needs of Hazardous Classified Locations from Bullard's Respiratory Product Line Manager Grant Rowe. Sign up today for the September 12th webinar.

Register now
<http://webinars.ishn.com>

Presented by

Industrial Safety & Hygiene News

ISHN

Sponsor:



www.bullard.com

Speaker:




Grant Rowe
Product Line Manager,
Respiratory Protection
Bullard Company

For the email
addresses

Product Demo Videos

Firecom
May 22


How to pair a Firecom headset to
Portland, Oregon.



Pairing a wireless headset to a base sta

Like · Comment · Share


FoamPro - Pentair Water
August 15



Like FoamPro - Pentair Water

C.W. Williams - Fire Equipment Specialists shared Task Force
Tips's video.
September 11

Sep 7, 2012 9:44am




Like · Comment · Share

Wesley Smith likes this

Heiman Fire Equipment shared Bryan Gentner's video.
March 12

Recently the new Reach and Rescue Pole was used at a class down in Ottumwa, IA for demonstration and training, check out the video of the pole in action! Let us know if you'd like some more info on it

New reach pole shore based thanks heiman supply for the donation for training
Ottumwa Iowa ice rescue 2012




Like · Comment · Share

1 1 1

Tell your fans why they should open the video

Polling

Provides immediate feedback

 **IMMI** asked a question.
March 9

This page is about to get a facelift. What would YOU like to see?


☐ **ACTIVE ENGAGEMENT** (polls and/or questions) ...

☐ **PRESS** (links releases)

☐ **GENERAL COM** general com

☐ **BRAND PROM** campaigns, p

+ Add an answer

 **Hurst Jaws of Life** asked a question.
September 12

What fire industry publication do you read most often? We are asking this question of those who may have missed it the first time. Thanks in advance for your participation.


☐ **Fire Engineering**

☐ **Firehouse**

☐ **Fire Apparatus and Emergency**

☐ **Fire Chief**

☒ **Fire Rescue**

 **Streamlight, Inc.** asked a question.
August 27

How often do you use your Streamlight at work?

☐ **Daily** ...

☐ **Hourly** ...

☐ **Never turn it off** ...

2 More...

Supporting their distributor



Akron Brass

September 4 via Conversocial

Want to know more about the services and equipment offered by Schumacher Fire Equipment? Servicing the state of Missouri, Schumacher Fire Equipment offers fire equipment, apparatus hardware and more. Find out more about this featured distributor <http://bit.ly/T0KeTI>

Schumacher Fire Equipment LLC

schumacherfire.com

Pierce dealer for Missouri. Full line of firefighting equipment.

Supporting their catalogue



TheFireStore.com

September 10 via Instagram

The Fall 2012 catalog has arrived!!!

<http://instagr.am/p/PZ4lb6i5WE/>



Supporting Femsa



Plymovent USA

Wednesday

See the Plymovent Corp. President, Jens Schlueter, mentioned in FEMSA's latest newsletter http://issuu.com/windmill/docs/femsa_fall/21

You can always follow our President on Twitter at https://twitter.com/jens_schlueter Congrats Jens!



Always incredible picture Department

SNWEB.ORG Photography



Community Involvement



Sutphen Corporation

May 3

Join us June 10th and help raise money for a fellow firefighter!

Torres Trail 5k Benefit

SUNDAY JUNE 10TH
REGISTRATION BEGINS @ 1230
BLAZE THE TRAIL @ 1400
CREEKSIDE PLAZA, GAHANNA
\$40 PER WALKER/RUNNER
KIDS UNDER 6 FREE
ALL PROCEEDS BENEFIT
LI ANTHONY TORRES



Anthony's Story

On March 21, 2012 he is on duty. Miller Township Division of Fire. LI Anthony Torres was involved in a motor vehicle accident. Anthony was struck by an oncoming vehicle while riding his motorcycle, leaving significant injuries to his lower left leg. The surgical team at Riverside Methodist Hospital decided that the best option for Anthony's recovery would be to amputate his lower left leg. On March 26th, 2012, a successful procedure was performed. Anthony is currently in the use of a prosthetic leg. Anthony intends to return to work within the next few months as the first liability company firefighter in the State of Ohio.

For More Information Contact

Firefighter Kenny King

(614) 496-1871

torrestrail@att.net

torrestrail2018.org



Like Comment Share

17 3 3

Distributors

- Building traffic
 - ▣ Are you leveraging your email lists?
 - ▣ Are you getting support from your manufacturers?
 - ▣ Have you thought of a geo-targeted ad campaign on Facebook?
 - ▣ Have you offered coupons?
- Have you placed photos and videos on your Facebook page?
- Are you using LinkedIn and FB to learn about your prospects?

Best Practices

Monitoring

Dealing w/negativity

Posting

Are you Monitoring?

Are you
protecting
your
brand?



No, she was not at their trade show booth

Are you Monitoring?



How about your logos and trademarks?

Are you Monitoring?



What are others saying about you?
Both positive and negative.



Who is doing the talking about your firm?

Are you Monitoring?



Are you responding to comments?



What are your competitors' fans saying about your competition? Who are they targeting? Product issues? What's their U.S.P.?

Are you Monitoring?

Are you taking a hands-on approach?
Trends, Issues, News



Opportunities for customer service after the sale

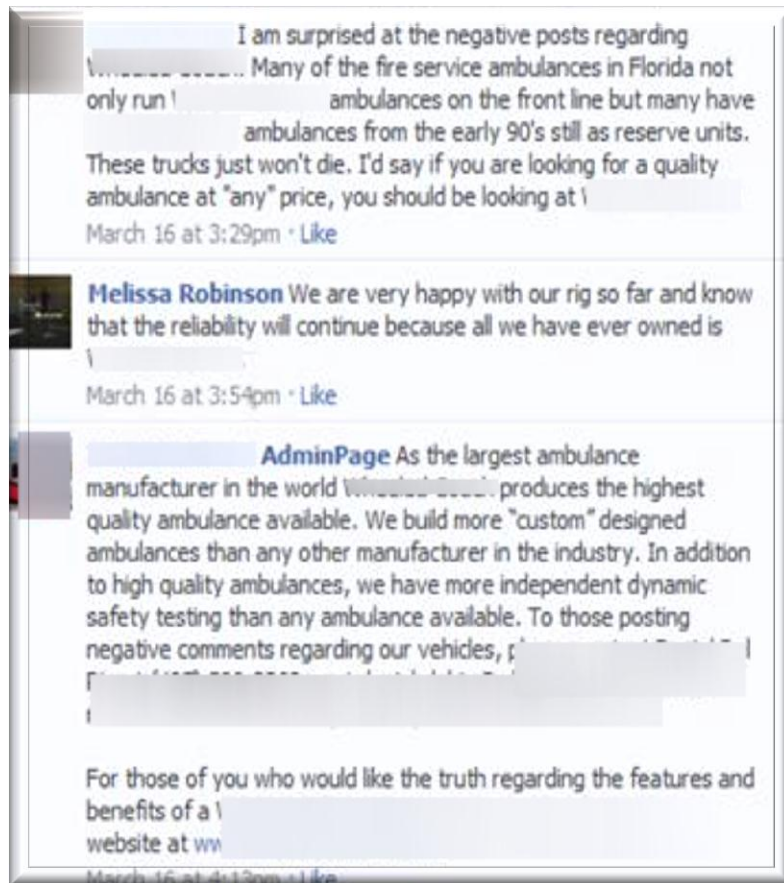
Am I monitoring, you ask?

Yes, I am



**Beware the
Holiday Party**

Negativity



Don't be Defensive

- Respond/don't respond
 - ▣ From the appropriate manager
- Acknowledge issue
- Determine what went wrong
- Correct misinformation
- Offer a solution if one exists
- Go offline need be
- Ask them to remove post
- Your fans WILL chime in
- Explain a ban or deletion

Posting

- Keep it short-80 characters or less
- Avoid tiny urls, use full length
- Post outside of business hours
- Post on Wednesday/Thursday
- To drive likes- be VERY direct (to non-fans)
- Ask questions at the end of the post

What is the most engaging content? Photos

Status Messages

Video

Links

Best Practices

- ❑ To drive engagement from your posts
 - ❑ Ask direct questions and ask for comments
 - ❑ Post, comment, tell us, like, submit, share, watch, visit
 - ❑ Promotional words
 - ❑ Avoid- contest, promotion, sweepstakes, coupon
 - ❑ Do use- event, winner, offer, only, entry
 - ❑ Don't ask why? Instead, ask where, when, would, should, how...

The Big Three: the photo, the text, the link. Use all three!



Where are we going?

Trends I'm Seeing

The Next Generation

Content Marketing

- Manufacturers are becoming content producers/aggregators
 - ▣ Blogs, Microsites
 - ▣ Newsletters, White Papers
 - ▣ Webcasts, Podcasts
 - ▣ Virtual trade shows, games
 - ▣ Closed Forums Groups, Executive Roundtables
 - ▣ Slide share
 - ▣ Experiential Centers

Microsites

PPE 101

Register Training Standards Articles Products Ask the Expert FireGrantsHelp

Search

→ Login → My profile

Videos

Globe FIT: G-XTREME 2012

Education & Training

Register for Globe's online training course on Personal Protective Equipment Advanced Care and Cleaning, the best resource on how to adhere to the regulations set forward by NFPA 1851. Learn how to properly care for your turnout gear

News

→ Tech rescue PPE: Your options

→ Scotland: Plastic visors replaced with glass after live-fire training

New NFPA standards for PPE

Checking reflective trim on turnout gear

Possible changes to SCBA Standard

powered by Flashover TV

See All PPE Videos

Visit The PPE Group At FlashoverTV.Com

Find us on Facebook

GLOBE Turnout Gear

Like You like this.

Photos, Videos
Case Studies

HOME ABOUT THE SOLUTION: HERO PIPE SUGGEST/CONTACT

HIGHRISE OPERATIONS

Operations » Training Highrise Tips News Videos

Engine Company

Leadership & Command

Rescue Company

Strategy & Tactics

Truck Company

subscribe: Posts | Comments

A New Dimension In

THE WORK HIGH-RISE

BELOW SYSTEM

HERO PIPE

HIGHRISE EMERGENCY RESPONSE OFFENSIVE PIPE BY ELKHART BRASS

previous post this next post

High-Rise Tools of the Trade

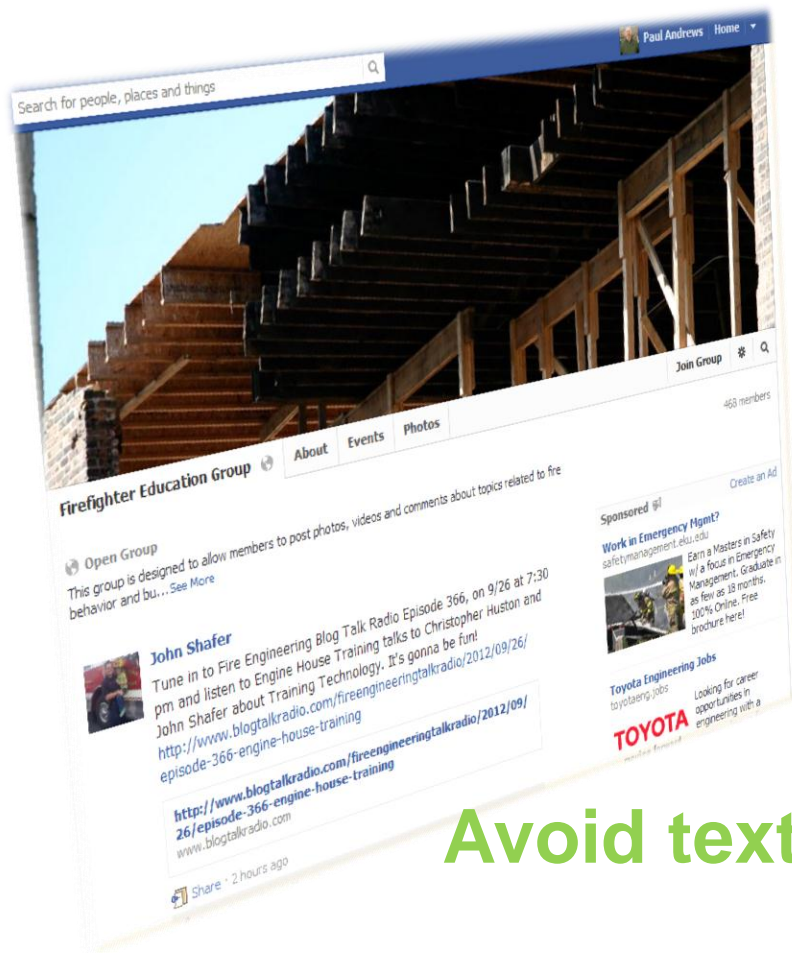
0 comments

NEWSLETTER SIGN-UP

Sign-up to receive high-rise operations content direct to your inbox.

Lead Gen

Facebook Stories Page

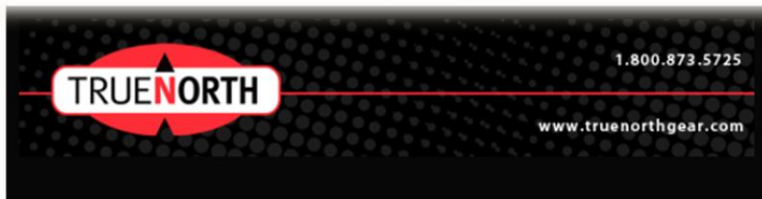


Topic or interest based

Avoid text laden content, go visual

Newsletters

Don't spam
Do promote other content



SUMMER 2012 NEWSLETTER

Happy Summer from True North Gear!

Please enjoy our summer newsletter. Below find information on celebrating our 20th Anniversary, read about our 2012 Polartex APEX award, and read an article from Firefighter Nation discussing what you should keep in your wildland pack.

True North's 20th Anniversary

In the past 20 years True North Gear has grown into a flourishing small business distributing more than 50 different products worldwide. We couldn't have done it without our loyal customers and fantastic dealers and we'd like to spend the next year celebrating!

Every month we will feature a product that has made our success



The banner for LION Connects features a collage of three images: a firefighter in a yellow jacket, a firefighter in a white jacket, and a close-up of a firefighter's face wearing a helmet and mask. The text "LION Connects™" is in large white letters, and "health, safety and performance" is in smaller white letters below it. Below the images is a navigation bar with four orange buttons: "Fire and Rescue", "Law Enforcement", "People", and "News".

Events

NW Lineman
July 28
Gresham, OR

FRI
August 3-4
Denver, CO

VPPPA
August 20-23
Anaheim, CA

NW Florida FF Week
September 12-16
Niceville, FL

CUEE
September 11-12

Posted by Nick Hrkman | **Fire and Rescue**, PPE (Fire/EMS)
Friday, September 21st, 2012 10:09 am

LION Fire Academy Fridays: Advanced turnout inspection – Part 2

Recommend 2

This is the second of a two-part instruction on how to perform an Advanced Inspection of structural turnout gear. Learn how to determine if your turnout gear is fit for duty, if additional inspection or testing is



From product info to
thought leadership

Blogging



Testimonials, Press Releases, Videos

Hello!

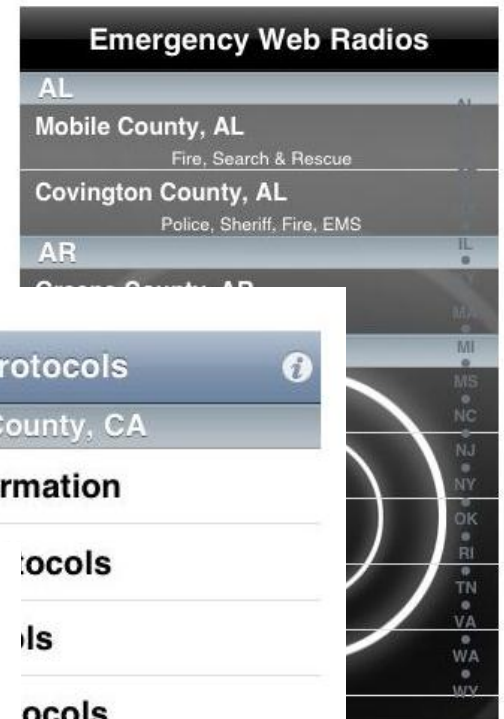
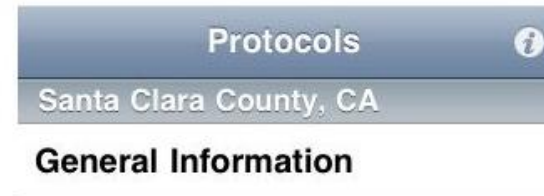
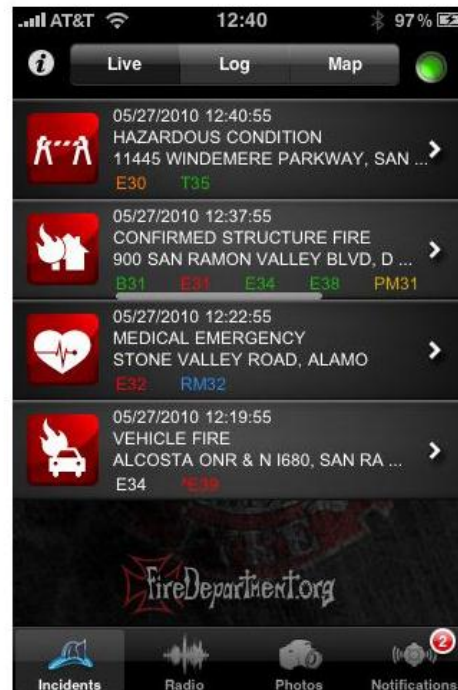
On behalf of my client [REDACTED], we would like to invite you to review their newest line of lightweight flame resistant short sleeve t-shirts on your blog. We will send it to you free of charge. All we ask is that you post the review on <http://fireemsblogs.com> within 3-4 weeks after receiving it, and that you include a link to [REDACTED]'s website [REDACTED] in the post.

Please let me know if you would be interested in doing this.

Distribution: Linked In, Instagram, Twitter, Pinterest, Google +, YouTube, Stumble Upon, Tumblr., Slideshare

Content Marketing

- Mobile apps
 - Must have a reason to use
 - Friendly interfaces
 - Measure usage



ocols

ols

ocols

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guidelines

ies

st 17, 2009

Content Marketing

- Craft your strategy
- Use all distribution points
- Use all your assets
- Define your pivot points
- Enlist your partners

Tell a story

Measurements

- Followers, subscribers
- Leads
- Downloads
- Favorites
- Shares, discussions
- Tweets/Re-tweets
- # of posts
- Reach, scores
- Views, Returns
- Subscribers
- SEO Improvement
- Mentions/referrals
- Data capture
- Brand awareness
- **Sales**

The Mount Rushmore

- Creating Community
 - ▣ Akron Brass
 - ▣ eDarley
- Branded content
 - ▣ Elkhart Brass
 - ▣ Lion
- Selling Product and providing customer service
 - ▣ TheFireStore



The Future



Rick wakes up and watches Sports Center while reading Fire Magazine during breakfast. Then, he texts his wife while listening to his iPod. At work, he listens to the radio and checks email to then post his status on Facebook.

????????????????????

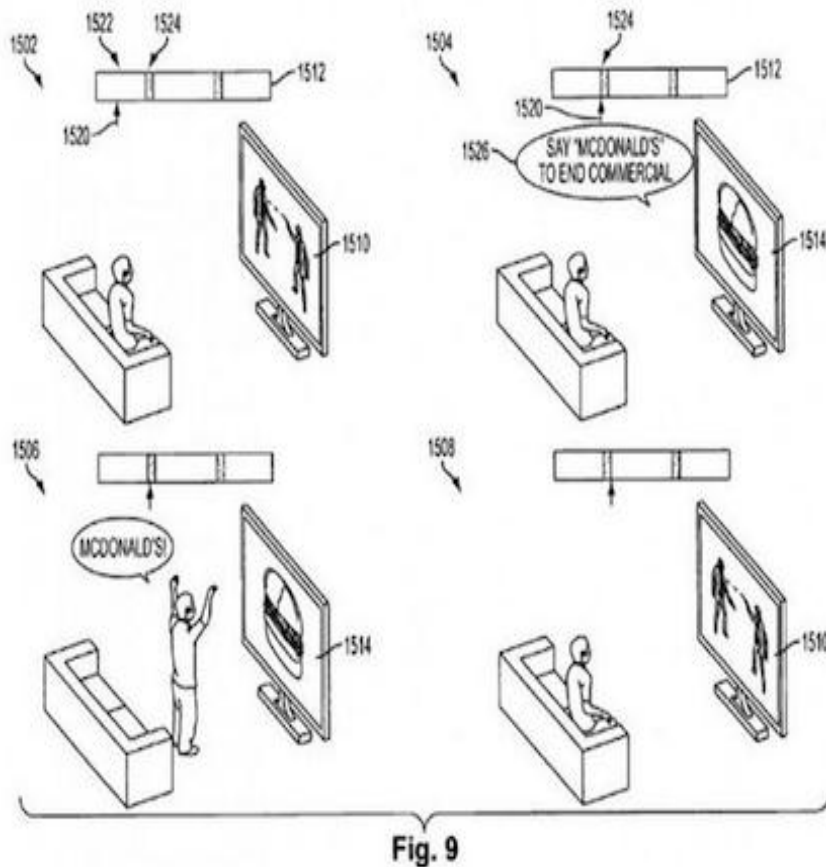
????????????????????

We "watch" TV, "use" Gmail, "listen" to radio, "visit" web pages, "do" social media, and "read" magazines“.

Your customers are everywhere and nowhere

How do you break through the clutter?

Throw the pickle at the Burger!



Sony Patent: 8,246,454



The future...

- Google glasses
 - ▣ <http://www.youtube.com/watch?v=JSnB06um5r4>
- All things mobile!
- Back to the future
 - ▣ MySpace

Where are we going?

Follow the leaders!



Thanks so much!

Paul Andrews

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